

Intellectual  
Property



# Clean Heat Accelerator

7<sup>th</sup> October 2024

# Intellectual Property

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- Introductions
- IP Assets
- IP asset value
- IP & IPR
- Trade secrets & know how
- Brands and trademarks
- Anything else – please just ask



# IP as an Intangible Asset

**Tangible Assets ~30%**

- Office stuff
- Stock & inventory
- Machinery
- Vehicles
- .....

**Intangible Assets ~70%**

- Intellectual Property
- Knowledge
- Goodwill
- Contracts
- Supplier and customer relationships
- .....

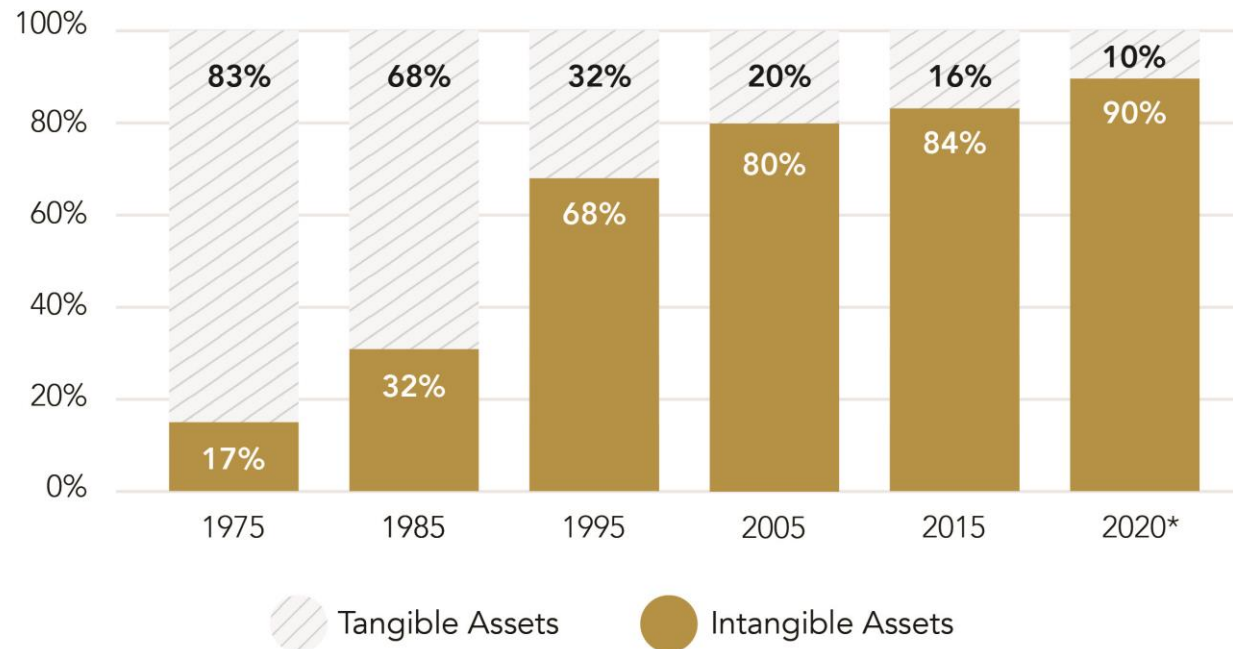
- IP is in the intangible asset class
- Intellectual Property has significant value to the business
- But, in general, it is not expertly understood
- IP is often mistakenly thought of as solely a “legal” issue



# Intangible Asset's Market Values



COMPONENTS of S&P 500 MARKET VALUE

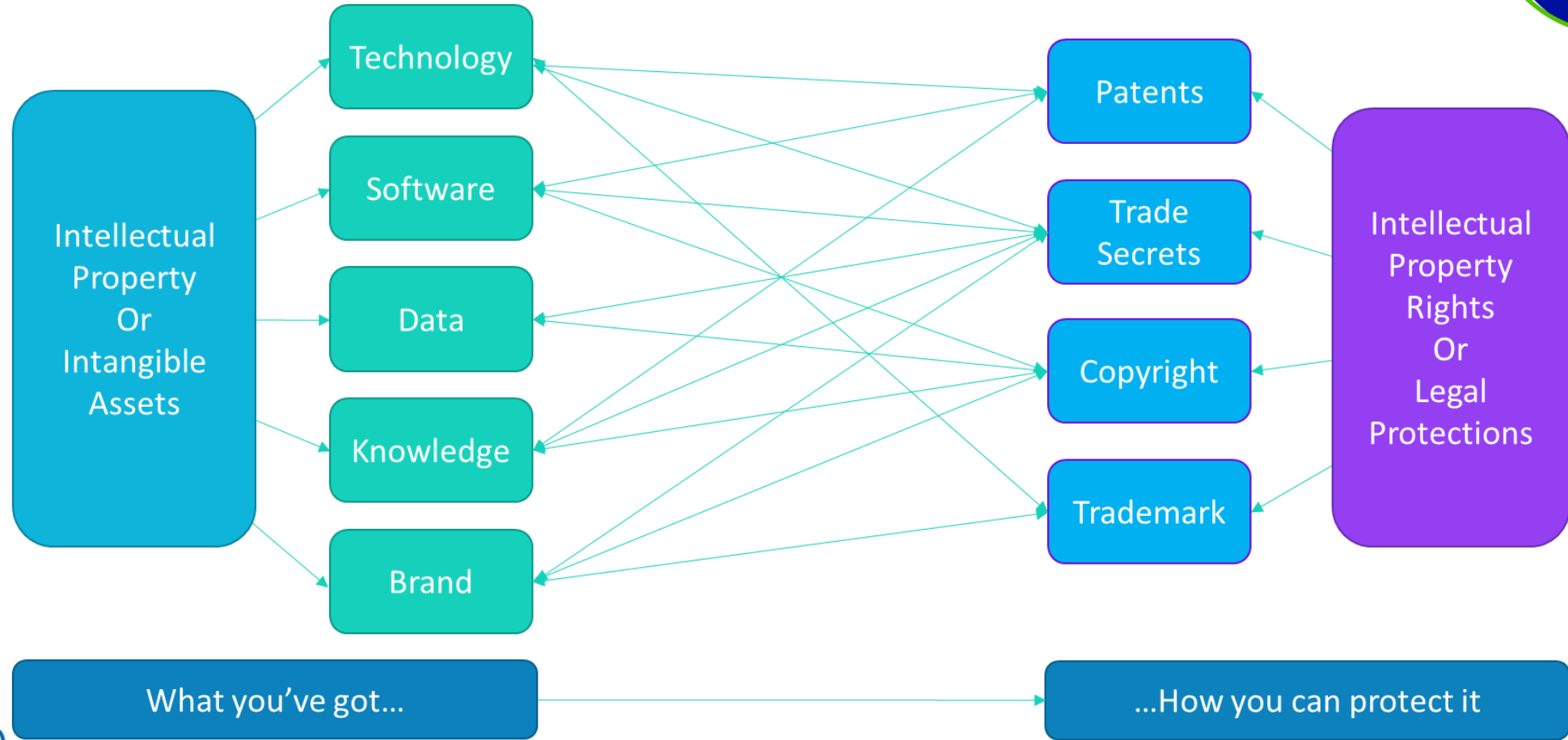


“Over the past 35 years, the developed world economies have experienced an economic inversion. These markets are being transformed from their industrial manufacturing base to an innovation-driven foundation. This shift is one of the most under-exploited themes in contemporary economics, finance, and investing.”

- Matthew Johnson of Ocean Tomo

 SOURCE: OCEAN TOMO, LLC INTANGIBLE ASSET MARKET VALUE STUDY, 2020  
\*INTERIM STUDY UPDATE AS OF 7/1/2020

# What is IP & what is IPR?



# Trade Secrets or know-how



PHARMA

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## AstraZeneca partner FibroGen slaps former employees with trade secret theft lawsuit

By Zoey Becker • Dec 5, 2022 10:55am



## Ex-Broadcom engineer asks for house arrest over IP theft

Admits guilt, but claims he took files to jog his memory, afraid he'd not keep up with 'younger engineers'

[Jude Karabus](#) Thu 15 Sep 2022 // 15:15 UTC

Bloomberg UK

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## China-Bound Ex-Apple Engineer Admits to Trade Secrets Theft

- Robocar worker who planned to join Xpeng pleads guilty in US
- Judge orders plea agreement to be sealed from public view

By Robert Burnson  
23 August 2022 at 00:02 BST Updated on 23 August 2022 at 06:25 BST

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## Court sentences Chinese spy to 20 years for trying to steal U.S. trade secrets

November 16, 2022 · 4:54 PM ET

RYAN LUCAS



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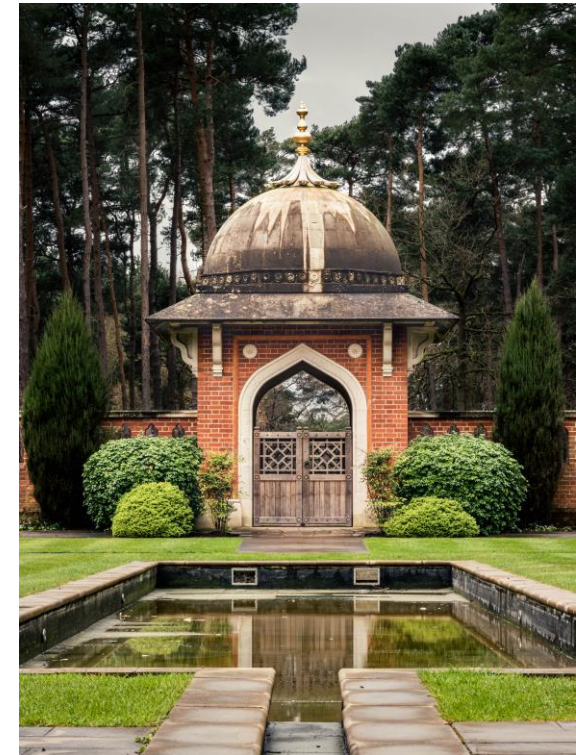
## Siemens Energy agrees to pay \$104M over Dominion bidding scheme

Three ex-employees pleaded guilty, receiving prison time

PUBLISHED OCTOBER 3, 2024 BY KATE ANDREWS

# Employee Know-how

- Get specialist legal advise
- Can ex-employees set up in direct competition?
  - Employment contracts
  - Partnership or shareholder agreements
- Can they take ideas they developed for my business?
  - IP tends to owned by the employer, but not always
- What if a group leaves my business to work together?
  - Team move – might be prohibited in contract





# Brands and Trademarks

- Should I protect my brand?
  1. Is it a problem if I'm forced to change my company name?
    - Build goodwill, and then cease and desist letter lands...
    - Fight the letter or change your name at your expense
  2. Is it a problem if my competitor starts using my trademark?
    - You notice that your orders are decreasing and a competitor is piggy-backing on your brand and good reputation
  3. Will my trademark add value to my business and future plans?
    - Franchising, sale, or expansion of the business



Thank you. Any  
questions?

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2024